

5/1/2018 2:23PM

Est # 1205274

Lexington May17 DMA Nielsen Live+1



Client: POL/KY/MAYOR/RONNIE BASTIN

Buyer:

Advertiser:

Product:

Sched Dates: 05/07/18 - 05/13/18

Lengths: 30

Dayparts: DT ; EF ; RT







AE: VICKI EVANS






Asst: LORAN MORRIS

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Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
<b>0184, LECE - Lexington Central</b>										
<b>AEN</b>										
	M-Su 7p-12m	AVG. ALL WKS<			30	3	1	\$33.00	3	\$99.00
<b>BRVO</b>										
	M-Su 7p-12m	VARIOUS			30	5	1	\$30.00	5	\$150.00
	M-Su 4p-7p	AVG. ALL WKS<			30	4	1	\$19.00	4	\$76.00
<b>CNN</b>										
	M-Su 7p-12m	VARIOUS			30	2	1	\$23.00	2	\$46.00
	M-Su 5a-9a	NEW DAY<			30	3	1	\$11.00	3	\$33.00
	M-Su 9a-4p	CNN NEWSROOM<			30	3	1	\$8.00	3	\$24.00
	M-Su 4p-7p	VARIOUS			30	2	1	\$14.00	2	\$28.00
<b>FOOD</b>										
	M-Su 7p-12m	VARIOUS			30	3	1	\$50.00	3	\$150.00
<b>FXNC</b>										
	M-Su 7p-12m	VARIOUS			30	3	1	\$54.00	3	\$162.00
	M-Su 5a-9a	FOX AND FRIEND<			30	2	1	\$33.00	2	\$66.00
	M-Su 9a-4p	VARIOUS			30	2	1	\$21.00	2	\$42.00
	M-Su 4p-7p	VARIOUS			30	3	1	\$34.00	3	\$102.00
<b>HGTV</b>										
	M-Su 7p-12m	VARIOUS			30	4	1	\$116.00	4	\$464.00

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
<b>LIF</b>										
	M-Su 7p-12m	VARIOUS			30	3	1	\$38.00	3	\$114.00
<b>TBSC</b>										
	M-Su 7p-12m	VARIOUS			30	3	1	\$86.00	3	\$258.00
<b>TNT</b>										
	M-Su 7p-12m	AVG. ALL WKS			30	2	1	\$59.00	2	\$118.00
<b>USA</b>										
	M-Su 7p-12m	VARIOUS			30	4	1	\$78.00	4	\$312.00
<b>Totals</b>									<b>51</b>	<b>\$2,244.00</b>
<b>8000, LEX- Lexington Interconnect</b>										
<b>MNBC</b>										
	M-Su 7p-12m	VARIOUS			30	5	1	\$26.00	5	\$130.00
	M-Su 4p-7p	VARIOUS			30	6	1	\$21.00	6	\$126.00
<b>Totals</b>									<b>11</b>	<b>\$256.00</b>
<b>Grand Totals</b>									<b>62</b>	<b>\$2,500.00</b>

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
Lexington May17 DMA Nielsen Live+1  
Cable Zones: SPECTRUM REACH, LECE - Lexington Central  
Lexington May17 DMA Nielsen Live+1  
Cable Zones: SPECTRUM REACH, LEX- Lexington Interconnect

Source Field Codes:  
TP – Time Period



**Contract ACCEPTED AND AGREED:**

Client hereby confirms that Spectrum Reach has provided to client a printed copy of the terms and conditions for the Advertisers, Agencies and Rep Firms, which are expressly incorporated herein by this reference:

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Acceptance Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

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**ACCEPTED AND AGREED:**

CLIENT: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_